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Fitting Presentation Formats For Every Shopper

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Inhaltsverzeichnis

Zusammenfassung

Die Wichtigkeit des Internets nimmt immer weiter zu und mit ihr die Bedeutsamkeit des Online Shoppings. In dem vorliegenden Artikel wird ein möglicher Zusammenhang zwischen Präsentationsformaten (Attribut-basiertes versus Alternativ-basiertes Präsentationsformat) und der chronischen Einkaufsorientierung (utilitaristisch versus hedonisch) diskutiert. Sollte ein Zusammenhang bestehen sollte sich dieser auf die Ergebniszufriedenheit und die Bewertung von Produkten auswirken. Es wird vorgeschlagen dass Konsumenten mit einer utilitaristischen Einkaufsorientierung ein Attribut-basiertes Präsentationsformat bevorzugen, im Gegensatz dazu werden Konsumenten mit einer hedonischen Einkaufsorientierung ein Alternativ-basiertes Präsentationsformat bevorzugen. Mit Hilfe der Logistischen Regression konnten diese Annahmen nicht bestätigt werden. Das Alternativ-basierte Präsentationsformat wurde von Konsumenten mit utilitaristischer Einkaufsorientierung und Konsumten mit hedonischer Einkaufsorientierung, egal mit welchem Format sie zuerst gearbeitet hatten, bevorzugt. Auch die berechneten ANOVA's blieben ohne signifikante Haupt- und Interaktionseffekte zwischen der chronischer Einkaufsorientierung und den Präsentationsformaten mit der Ergebniszufriedenheit. Da kein Zusammenhang zwischen der chronischen Einkaufsorientierung und dem Präsentationsformat gefunden wurde, waren demnach auch keine signifikanten Haupt- und Interaktionseffekte zwischen der chronischen Einkaufsorientierung, den Präsentationsformaten mit der Zahlungsbereitschaft für ein Produkt zu finden.

Keywords: Attribut/Alternativ-basiertes Präsentationsformat, Chronische Einkaufsorientierung, Online Shopping, Regulatory Fit Theorie

Abstract

This paper discusses a possible effect between presentation formats (attribute-based vs. alternative-based processing) and chronic shopping orientation (utilitarian vs. hedonic), as well as the influence on the outcome satisfaction and outcome valuation for products. It proposes that consumers with a chronic utilitarian shopping orientation would prefer to work with an attribute-based-processing format, in contrast to consumers with a chronic hedonic shopping orientation who would favour an alternative-based processing format. Using Logistic Regression these assumptions could not be confirmed. The alternative-based format was preferred by both, consumers with chronic utilitarian and consumers chronic hedonic shopping orientations, no matter with which presentation format they worked with before. ANOVA's were calculated, the proposed main or interaction effects between chronic shopping orientation, presentation format and the out coming satisfaction were not found. As no connection between chronic shopping orientation and presentation formats were found, there were accordingly no main or interaction effects between chronic shopping orientation, presentation format and the willingness to pay for the product.

Keywords: attribute/alternative-based processing, chronic shopping orientation, online shopping, regulatory fit theory

Introduction

The importance of the internet continues to grow and with it the significance of online shopping. According to Statistik Austria (2011a) online shopping increased from 10.9 % in the year 2003 up to 44.5 % in the year 2011. Clothes, sports goods, holidays, books and magazines are especially popular (Statistik Austria, 2011b). To make consumers shop even more online it is important to create a positive shopping environment. Privacy and financial security (Swaninathan, Lepkowska-White, & Rao, 1999; Szymanski & Hise, 2000; Chen & Chang, 2003) as well as a range of products, convenience, side functionality and side design (Szymanski & Hise, 2000; Park & Kim, 2003) are key factors of the satisfaction with online shops. To fulfil the consumers' expectations it is necessary to find an attractive way of presenting products. The present paper focus on product presentation formats and how the preference for one presentation format could depend on consumers' chronic shopping orientation and further that this could lead to greater outcome satisfaction and higher outcome valuation of the product. It is important to understand how economic decisions are made in order to satisfy consumers' needs and inspire their desire for more products. Consumers make their product choices in different ways. Sometimes they compare different products by various attributes and pick the one they preferred the most. In other cases consumers judge every product separately and choose then the product which they rated the highest (Nowalis & Simonson, 1997). This choice process (finding the required information, evaluating products and finally selecting one product) depends on characteristics of the choice and the products it contains, and it requires different processing strategies (Bettman, 1988; Bettman & Kakkar, 1977; Cooper-Martin, 1993).

Presentation formats and processing strategies

The way products are presented affects how consumers gain and process product information (Bettmann & Kakkar, 1977; Bettmann & Zins, 1979). Products should be presented in a way that makes it possible for consumers to process the given information (Bettmann & Kakkar, 1977), because even if information is available, but not easy to process, consumers cannot use the given information (Russo, Krieser, & Miyashita, 1975; Bettman & Kakkar, 1977). Different presentation formats are

described in the literature (Cooper-Martin, 1993; Bettman & Jacoby, 1976; Bettman, Luce, & Payne, 1998). The most frequently used presentation formats are attribute (table) and brand presentation formats (Russo & Dosher, 1983; Bettmann & Jacoby, 1976; Mourali & Pons, 2009). In attribute (table) presentation, one attribute (e.g. price) is shown over all products on one page, on the next page there is another attribute (e.g. size) shown over all products, summing up per page one attribute from each product. In brand presentation, one product with all available information is presented on one page, on the second page there is another product with its entire attributes shown, hence per page one product with its attributes is presented. These presentation formats accomplish with certain processing strategies. The two typical processing strategies, in conjunction with the described presentation formats, are attribute-based processing and alternative-based processing. Attribute-based processing is used when working with an attribute (table) format, in contrast to working with a brand format, where alternative-based processing is used (Bettman & Kakkar, 1977).

Attribute-based processing (Bettman & Zins, 1979; Mourali & Pons, 2009), former labeled as "Choice by Processing Attributes" (CPA) (Bettman & Kakkar, 1977), or dimensional processing (Russo & Dosher, 1983), means that consumers consider first one attribute and compare this attribute over all available products before checking another attribute and compare this attribute also over all products (Bettman & Zins, 1979), hence to make a decision attribute-based processing favours the use of comparison between dimensions (Iglesias-Parro, Ortega, De la Fuente, & Martin, 2001). When consumers use alternative-based processing (Mouralis & Pons, 2009), they analyse one product with all its different attributes and then consider a second product with all its attributes and so on, hence alternative-based processing favours the use of overall judgements for each alternative (Iglesias-Parro et al., 2001). This strategy is also named holistic (Russo & Dosher, 1983), or "Choice by Processing Brands" (CPB) (Bettman & Kakkar, 1977). Examples for attribute-based strategies are the additive difference (Tversky, 1969), the elimination by aspects (Tversky, 1972), the majority of confirming dimensions, the dimensioning reduction procedures (Iglesias-Parro et al., 2001) and the lexicographic (Bettman et al., 1998). Whereas the weighted additive, the equal weight, the satisficing and the frequency of good and bad features are examples of alternative-based processing strategies (Payne, Bettman, & Johanson, 1993; Bettman et al., 1998; Iglesias-Parro et al., 2001;).

Various studies have shown differences between attribute-based and alternative-based processing. Tversky (1969) reported that processing by attribute is easier than alternative-processing, because products can be compared using the same reference units. Early eye movement studies from Russo and Dosher (1975), as well as Russo and Rosen (1975), discovered that participants use more attributed-based processing. Tversky (1969), Russo and Dosher (1975), and Russo and Rosen (1975) used for their experiments matrix presentation format, were all the available information can be seen at once. By using a task structure which is more common in actual environments (supermarket displays or advertisements), like booklets, Montgomery & Svenson (1976) and Van Raaij (1976) found more alternative-processing than attribute-processing in their studies. Payne, Bettman, and Johnson (1988) shown that under high pressure and the more complex tasks are, participants used attribute-processing. Newell and Simon (1972), as well as Van Raaij (1976), argue that task itself influence the way how information is processed.

The studies from Bettman and Zins (1979) have shown that if you give consumers the possibility to choose a presentation format they would like to work with, they do not have a special preference. The authors reasoned that this might be because consumers usually do not have the opportunity to choose a format, and therefore they might not even consider such a choice. Bettman and Park (1980) found out that the phase of the decision process is the determining factor for which processing strategy is used. According to them, attribute-based processing would be more used at the beginning of the decision process, and that alternative-based processing is more the strategy used by consumers in the end of the choice process.

Mourali and Pons (2009) took a step further and focused on the question of how processing strategy may influence the value of the chosen product on the basis of regulatory focus (Higgings, 1997), and regulatory fit theory (Higgins, 2000). They first showed that attribute-processing fits a prevention orientation; in contrast alternative-processing fits a promotion orientation. This fit leads to a higher satisfaction with the chosen product and a higher value of the chosen product (Mourali & Pons, 2009).

Regulatory fit theory

Regulatory fit (Higgins, 2000) makes you "feel right" about what you are doing and it leads to increased reaction in engagement. A "fit"- condition occurs when there is a match between the manner in which a person pursues a goal and the person's goal orientation (Avent & Higgins, 2006). The regulatory fit intensifies people's evaluative response which means positive reactions become more positive and negative reactions become more negative (Cesario, Grant, & Higgins, 2004). In one of the most popular studies concerning the regulatory fit theory, Higgins, Idson, Freitas, Spiegel, and Molden (2003) have shown that regulatory fit can affect the perceived value of an object. Participants assigned the price for the same chosen coffee mug almost 40 % higher when their choice strategy fit their regulatory orientation than when there was no fit. Under a fit condition participants offered more of their own money to buy the same chosen book light than when there was no fit condition (Avent & Higgins, 2003).

Florack and Scarabis (2006) brought another angle into the regulatory fit theory. The authors proposed that a fit between advertising claims and consumers' regulatory focus may affect brand preferences and category-brand associations, which are important for the product choice (Florack & Scarabis, 2006). Other interesting extensions of the regulatory fit theory are the studies from Büttner, Florack, and Göritz (2010), which have shown that there is a connection between mindsets and shopping orientations, and that this mindset fit is different from regulatory fit and regulatory focus.

Chronic Shopping Orientation

Consumers not only differ in their processing strategy, they also have different shopping orientations. In the literature we find the distinction between many different shopping orientations (Arnold & Reynolds, 2003; Westbrock & Black, 1985; Tauber, 1972), but most typologies consider utilitarian and hedonic shopping motivations as fundamental (Babin, Darden, & Griffin, 1994). Holbrook and Hirschman (1982) described shoppers as either related to the multisensory, fantasy and emotive aspects of consumption, or as "problem solvers". Utilitarian shopping orientation is described as problem-oriented shopping behaviour, which means that utilitarian consumers are extrinsic motivated, task-related and rational (Babin et al., 1994). These consumers

engage in shopping out of necessity to get the things they need (products, service and information) without or just little satisfaction from the shopping itself (Kaltcheva & Weitz, 2006). In contrast, hedonic shopping orientation is described as experience driven. Consumers with hedonic shopping orientation are intrinsic motivated, they view shopping as an enjoyable task (Arnold & Reynolds, 2003; Babin et al., 1994; Batra & Athola, 1991) and gain satisfaction from shopping itself (Kaltcheva & Weitz, 2006).

Recent research has concentrated on hedonic and utilitarian shopping motivations in coherence with online-shopping, which will become more and more important in future. Hassenzahl, Schöbel and Trautman (2008) propose that there is a match between an individual's motivational orientation and particular product attributes, and that this match is important for the value of the interactive product. An important quality with the online experience is satisfaction. The higher the quality of the given information the higher is the out coming satisfaction, which leads to a better buying decision (Peterson, Balasubramanian, & Bronnenberg, 1997). The appearance (layout, organization and ease of use) of the online store is an important factor for the satisfaction with the online survey (Szymanski & Hise, 2000). A well-designed page is making it easier for the costumers to find what they are looking for (Griffith, Krampf, & Palmer, 2001) and minimize the cost of searching (Hoque & Lohnse, 1999). Therefore is it important to continue to provide adequate pages, which enable to compare required information which will facilitate online shopping (Chen & Chang, 2003). To give consumers a presentation format which makes it easy for them to find the desired information, this paper concentrates presentation formats in connection with consumers' chronic shopping orientation.

The author suggests that the different chronic shopping orientations have a preference for either attribute-based or alternative-based processing. Attribute-based processing involves comparing the same attributes over each brand. It is a systematic (Mantel & Kardes, 1999) and effortful strategy (Mourali & Pons, 2009), which is characteristic for consumers with a utilitarian shopping orientation. They are described as task-related, rational, having efficiency of processes and desire to accomplish a task (Babin et al., 1994; Childers, Carr, Peck, & Carson. 2001). Alternative-based processing is described as being guided more through intuitions and heuristics and using general attitudes and impressions as decision basis (Mantel & Kardes, 1999). As

hedonic shopping motivation is described being more focused on fun, entertainment and satisfaction from the experience (Childers, et al., 2001), it is expected that alternative-based processing is more favourable for consumers with a hedonic shopping orientation.

H1: Consumers with a chronic utilitarian shopping orientation are more likely to prefer attribute-based formats. In contrast, consumers who with a chronic hedonic shopping orientation are more likely to prefer alternative-based processing format

According to the regulatory fit theory, people who experience a fit "feel right" about what they are doing and this makes them increase the value of the goal pursuit (Avent & Higgins, 2003). Like mentioned before, the studies of Higgins et al. (2003) have shown that the regulatory fit affects also the monetary value of a product, in the way that people are willing to pay more for a product if there is a fit condition. This would mean, if consumers working with the format which suits their chronic shopping orientation best, as suggested in this paper, they should be more satisfied with the decision they made. And this satisfaction should lead to that consumers are willing to pay more for a chosen product.

H2: Attribute-based processing would lead to greater outcome satisfaction and higher outcome valuation under utilitarian shopping orientation, whereas alternative-based processing would result in greater outcome satisfaction and higher outcome valuation under hedonic shopping orientation.

These assumptions were examined in the experiment. Before the actual experiment a pretest was conducted to make sure the type of product (utilitarian vs. hedonic product) is not having an influence on the results of the experiment. Four products detected in pretest were used for the main experiment. In the first assumption of the experiment was that consumers with a certain chronic shopping orientation would prefer a certain presentation format. The next step was to test if there is a fit between the chronic shopping orientation and the presentation format, and if this fit would lead to greater outcome satisfaction and higher outcome valuation.

Pretest

In the literature mostly the same products, such as computers, televisions and radios (Khan & Dhar, 2004; Dahr & Wertenbroch, 2000), are used experiments

concerning utilitarian and hedonic research. These products seem to be more attractive men than for women. In order to make the experiment interesting and attractive for both genders, it was necessary to provide a pretest. The aim of the pretest was to identify products which consumers, male and female, find either hedonic or utilitarian and have similar price levels. Two hedonic and two utilitarian products, in each case one cheap and one expensive, were found.

Fourty-five subjects (66.7 % women, 33.3 % men, 8.9 % up to 20 years, 66.7 % between 21 and 30 years, 8.9 % between 31 and 40 years, 15.6 % between 41 and 50 years) were asked to rate 11 different products, partly products from previous studies (Khan & Dhar, 2004) and partly products which seemed to be suitable but have not been tested before. The rating was performed using 11 pairs of adjectives, five utilitarian and five hedonic adjectives such as effective/ineffective, helpful/unhelpful, fun/not fun and delightful/not delightful (Voss, Spangenberg, & Grohman, 2003; Batra & Ahtola, 1990), as well as one identifying the price level. Each adjective had a grading from one to five, in which the utilitarian adjectives and hedonic adjectives were described by one has high occurrence and five meant low occurrence. To make it clearer for the reader the grading was recoded, so that five means high occurrence and one means low occurrence.

The pretest has shown that cleaning supplies (M = 4.65, SD = 0.53) and kitchens (M = 4.8, SD = 0.26) were seen as highly utilitarian products. But kitchens were also rated high on the hedonic scale (M = 3.25, SD = 0.86), so kitchen did not seem to be a suitable product for the main experiment. Other products which were rated high on the utilitarian scale (US), low on the hedonic scale (HS) and were found in the upper price class, were alarm-systems (US M = 4.28, SD = 0.51; HS M = 1.91, SD = 0.78), and hiking boots (US M = 4.34, SD = 0.48; HS M = 2.47, SD = 0.82). As hiking boots scored the highest on the utilitarian scale, seemed to be attractive for both genders, and have an appropriate price level, hiking boots were chosen for the main experiment.

It was difficult to find optimal hedonic products as most of the products scored similar on the hedonic and utilitarian scale. The clearest results were found for videogames (US M = 2.24, SD = 0.66; HS M = 3.96, SD = 0.93) and sport cars (US M = 2.37, SD = 0.73; HS M = 4.10, SD = 1.17), but as products which do not mean a too big investment and should be possible to buy in everyday life should be used for the

main experiment, a sport car did not seem to be the right choice. Therefore, as second hedonic product, chocolate (US *M* = 3.00, *SD* = 0.92; HS M = 3.5, SD = 0.96) was chosen (See Table 1). Even though there was not a big difference between the hedonic and utilitarian scale in the pretest, it is well documented in literature that chocolate (Khan et al., 2004) is seen as a main hedonic product.

Table 1

Means and Standard Deviation for the Main Experiment Product Selection

Utilitarian Products						
	Utilitarian Scale		Hedonic Scale		Price	
Cleaning supplies	*M* = 4.65	*SD* = 0.53	*M* = 1.38	*SD* = 0.59	*M* = 2.69	*SD* = 0.90
Hiking boots	*M* = 4.34	*SD* = 0.51	*M* = 2.47	*SD* = 0.82	*M* = 4.00	*SD* = 0.71
Hedonic Products						
Chocolate	*M* = 3.00	*SD* = 0.92	*M* = 3.50	*SD* = 0.96	*M* = 2.27	*SD* = 0.86
Video games	*M* = 2.24	*SD* = 0.66	*M* = 3.96	*SD* = 0.93	*M* = 3.82	*SD* = 0.98

Note: Utilitarian Scale: 1 = low ratings by means of utilitarian adjectives, 5 = high ratings by means of utilitarian adjectives; Hedonic Scale: 1 = low ratings by means of hedonic adjectives, 5 = high ratings by means of hedonic adjectives; Price: 1 = rated cheap, 5 = rated expensive.

Main Experiment

Method

Participants

Participants were recruited on the basis of an email list and through posts of the access link on social network sites, such as “facebook”. Of 376 participants who started the experiment, 200 participants completed the questionnaire. Data of 178 participants (78.1 % women, 21.9 % men, M_{age}= 29.89 years, *SD*=9.96, age-range: 17-68 years, 36.0 % students, 44.4 % employees, 19.6 % others) was used in this experiment. Twenty-two participants were excluded, due to the fact that 10 participants did not complete the questionnaire at once and so the risk that they would no longer have the shopping scenario in mind was high; seven participants took

noticeable long time, by contrast three participants took noticeable short time to finish the experiment; two participants were excluded because it seemed like they did not take the questionnaire serious as they used inappropriate words to describe their shopping experience.

Procedure and Measures

To start the experiment, participants had to click the access link which they got via mail or found on a social network side. At the beginning of the experiment participants received some general information about the experiment and the main topic of the experiment (consumer decisions and consumer behaviour) as well as information about the approximately duration of the experiment. They were told that there are no right or wrong answers and that they should only consider their personal opinion.

First, participants were asked to fill out the Locomotion Assessment (L-A-F) Scale (Sellin, Schütz, Kruglanski, & Higgins, 2003), the Shopping Enjoyment Scale (SE) as control variables and for measuring their chronic shopping orientation, the Chronic Shopping Orientation (CSO) Scale (Florack, Büttner, & Göritz, 2010). The Shopping Enjoyment Scale measures the enjoyment received from a consumer's shopping experience (O'Guinn & Faber, 1989). The Locomotion Assessment Scale measures locomotion, which is considered the executive function of self-regulation ("just do it"), and assessment, which is considered to positive self-evaluation ("do the right thing"). Locomotion is related to positive self-evaluation, action orientation, achievement-orientation and extraversion. Assessment is related to self-discipline and neuroticism (Sellin et al., 2003, p. 3). Participants had to indicate their agreement with the given statements on a seven-point rating scale (1 = I strongly disagree, 7 = I strongly agree) (Sellin et al., 2003,). The Chronic Shopping Orientation Scale (CSO) consists of seven statements referring to either a chronic utilitarian or a chronic hedonic shopping orientation. Participants had to rate the given statement on a seven-point rating scale (1 = does not apply at all, 7 = does fully apply) (Büttner et al., 2010, pp. 11). The Shopping enjoyment Scale (SE) had the same rating scale as the Chronic Shopping Orientation Scale (1 = does not apply at all, 7 = does fully apply).

After filling out the first part of the questionnaire, participants received a text with a shopping scenario which introduced the two utilitarian products as well as the

two hedonic products used in the experiment. In detail, participants were asked to imagine that it is a Friday afternoon and they are shopping for things they need at the weekend, such as hiking boots, cleaning supplies, a video game and chocolate. Participants were asked to write seven sentences about how this shopping trip could look like.

Next, participants were randomly assigned to table format (attribute-based processing) or to brand format (alternative-based processing). Participants working with the table format (attribute-based processing) got, per page, two different products (e.g. video game A vs. video game B) from one product group (e.g. video games), described by one attribute (e.g. genre). On the next page participants could find another attribute (e.g. recommended age), and so on (see Figure 1).

	Videospiel A	Videospiel B
Genre:	Racing	Rollenspiel

	Videospiel A	Videospiel B
Alter:	ab 12	ab 16

	Videospiel A	Videospiel B
Grafik:	ausgezeichnet	sehr gut

	Videospiel A	Videospiel B
Spiele-Spaß:	☆☆☆☆☆	☆☆☆☆

Figure 1. Attribute-based Format. The table format shows per page, two different products from one product group, described by one attribute.

In all four product groups were four different attributes available. Both products, for all product groups, were very similar, so that there was no clear better product, as not the choice for product was the interested part but rather the information processing. The describing attributes were found by research of online shopping shops, such as amazon.de, as well as research of promotion sent to households. The most popular and easy to compare attributes were used. Similarity to existing products was attempted to avoid. No brand names were used because they are often associated with a variety of experiences and beliefs (Keller, 1993).

Participants working with the brand format (alternative-based processing) got per page, one product (e.g. video game A) from one product group (e.g. video games) described by four attributes (e.g. genre, recommend age, graphics, fun). On the next page participants could find another product (video game B) from the same product group with the same attributes (see Figure 2). In both conditions, participants had the possibility to go back and forward between the pages for each product group, and can consider the presented attributes as often as they need for making a decision for one of the tow products. After each product group participants had to choose one of the two presented products, write down how much they would be willing to pay for the chosen product and how hard it was for them to choose one of the two presented products (1 = very easy to choose, 5 = very difficult to choose)[1].

Figure 2. Alternative-based format. The brand format shows per page, one product from one product group, described by four attributes.

After making their choices for all four product groups, participants were asked about their overall satisfaction with the presentation format they worked with (1 = very satisfied, 5 = not satisfied at all) and the satisfaction with the available products (1 = very satisfied, 5 = not satisfied at all)[2] (see Table 2). Finally, they saw both available formats on the same page and were asked which format they would choose if they had to do the questionnaire again. They also were asked to rate the design for both presentation formats (1 = excellent, 5 = not at all)[3]. In the end, they were asked for their demographics.

[1] For the calculations the items were recoded (1 = very difficult to choose, 5 = very ease to choose).
[2] For the calculations the items were recoded (1 = not satisfied at all, 5 = very satisfied).
[3] For the calculations the items were recoded (1 = not at all, 5 = excellent).

Table 2

Questions Concerning Satisfaction with the Experiment and Products

Satisfaction with the format
Wie zufrieden waren Sie mit der Präsentation der Produkte?
Wie einfach war es die für Sie wichtigen Informationen herauszufiltern?
Wie übersichtich fanden Sie die Darstellung der Produktinformation?
Wie ansprechend fanden Sie die Darstellung der Produktinformation?
Waren die gegebenen Produktinformationen für Sie ausreichend um eine Entscheidung treffen zu können?
Satisfaction with the product
Wie zufrieden sind Sie mit Ihrer getroffenen Wahl der Produkte?
Hätten Sie sich mehr Produkte zur Auswahl gewünscht?
In welcher Produktgruppe fiel Ihnen ihre Entscheidung am leichtesten?
In welcher Produktgruppe fiel Ihnen Ihre Entscheidung am schwersten?

Results

The chronic shopping orientation was calculated from the Chronic Shopping Orientation Scale. Low levels indicated a chronic utilitarian shopping orientation and high levels indicated a chronic hedonic shopping orientation ($M = 3.74$, $SD = 1.37$). To be able to have a dichotomous shopping orientation group (utilitarian vs. hedonic) a median-split (3.7143) was calculated. Eighty-seven participants worked with table format (attribute-based processing), 46.0 % of them showed a utilitarian shopping orientation and 54.0 % showed a hedonic shopping orientation. The remaining 91 participants worked with the brand format (alternative-based processing), 60.4 % showed utilitarian shopping orientation and 39.6 % showed hedonic shopping orientation.

To test whether consumers with a chronic utilitarian shopping orientation prefer working with a table format (attribute-based processing) by contrast consumers

with a chronic hedonic shopping orientation prefer working with a brand format (alternative-based processing) a logistic regression was conducted. The chronic shopping orientation (utilitarian vs. hedonic) and the presentation format they worked with (table vs. brand format) were used as independent variables and the presentation format choice (possibility A (brand format) vs. possibility B (table format) as dependent variable. The results have shown that chronic shopping orientation had no influence on the later choice of the presentation format (CSO *Wald* = 0.080, *p* = .777). The format participants worked with before, had no influence on the later choice of the presentation format (Format *Wald* = 0.563, *p* = .453). There was no interaction effect between the condition presentation format and the chronic shopping orientation (Format x CSO *Wald* = 0.418, *p* = .518). Both consumers with chronic utilitarian shopping orientation and consumers with a chronic hedonic shopping orientation, no matter with which format they have worked with, preferred the brand format (alternative-based processing). In detail, 72.5 % of participants with a chronic utilitarian shopping orientation working with the table format, chosen the brand format (the format they did not work with) if they would have to do the task again. Only 27.5 % of participants with a chronic utilitarian shopping orientation working with the table format would choose the table format again. From all participants with a chronic utilitarian shopping orientation and working with the brand format would 65.5 % like to work with the brand format again and 34.5 % would like to work with the table format next time. Similar results were found with participants with a chronic hedonic shopping orientation. From all participants with a chronic hedonic shopping orientation and working with the table format, 70.2 % would chose the brand format and 29.8 % would choose the table format. From all participants with a hedonic chronic shopping orientation and working brand format 71.1 % of the participants would like to work with the brand format one more time and only 28.9 % would like to work with table format next time (see Figure 3).

To find out if the chronic shopping orientation and the condition (table vs. brand format) has an influence on the rating of the design for presentation formats two ANOVA`s were computed. The dichotomous chronic shopping orientation group (median-split 3.7143) and the condition (table vs. brand format) were used as independent variables and the design-rating as dependent variable. No main effect between the chronic shopping orientation and design-rating for table format (CSO F (1, 174) = 0.224, p = .636) were found, just as there was no main effect

between the condition (table vs. brand) and the design-rating for the table format (Format F (1, 174) = 3.209, p = .075). No interaction effect between chronic shopping orientation and the condition with the design-rating was found (Format x CSO F (1, 174) = 0.358, p = .550). There were no main effects between the chronic shopping orientation and the design-rating for the brand format (CSO F (1, 174) = 0.019, p = .890); and between the condition and the design-rating for the brand format (Format F (1, 174) = 2.257, p = .135)., as well as there were no interaction effects between the chronic shopping orientation and the condition with the design-rating for the brand format (Format x CSO F (1, 174) = 0,096, p = .765).

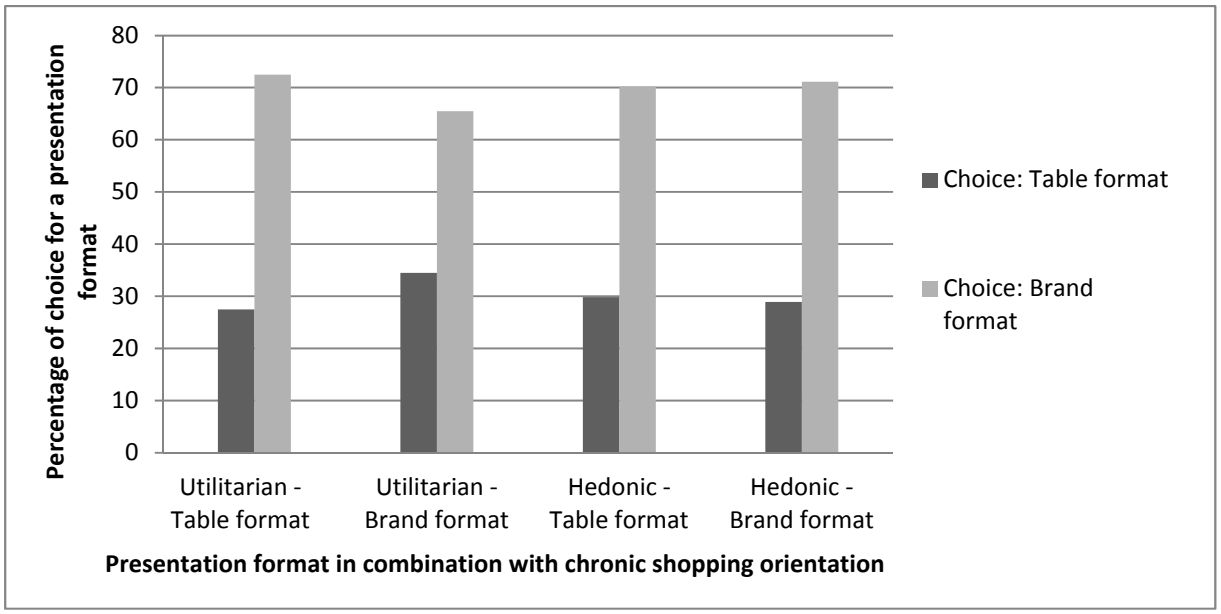

Figure 3. Choice of Presentation Format. Percentage of choice for a presentation format by consumers working with either attribute-based processing or alternative-based processing with a certain chronic shopping orientation.

Both presentation format designs were rated similar by participants with chronic utilitarian shopping orientation and those with chronic hedonic shopping orientations. In detail, participants with a chronic utilitarian shopping orientation, working with the table format rated the design of the brand format better (M = 3.83, SD = 1.11) than the table format (M = 2.85, SD = 1.23). Participants with a chronic utilitarian shopping orientation, working with the brand format also rated the design of the brand format better (M = 3.64, SD = 0.89) than the table format (M = 2.64, SD = 1.24). A similar image was found by consumers with a chronic hedonic shopping orientation. Participants with a chronic hedonic shopping orientation, working with the table format, gave the brand format (M = 3.89, SD = 1.27) a higher rating than the

table format (*M*=2.87, *SD* = 1.06). Participants with a chronic hedonic shopping orientation, working with the brand format rated the brand format (*M* = 3.61, *SD* = 1.02) than the table format (*M* = 2.44, *SD* = 1.18) (see Figure 4). These findings are not consistent with the H1, it was expected that consumers with chronic utilitarian shopping orientation, no matter with which format they worked, would prefer the table versus brand formats and that consumers with chronic hedonic shopping orientation would prefer the brand format.

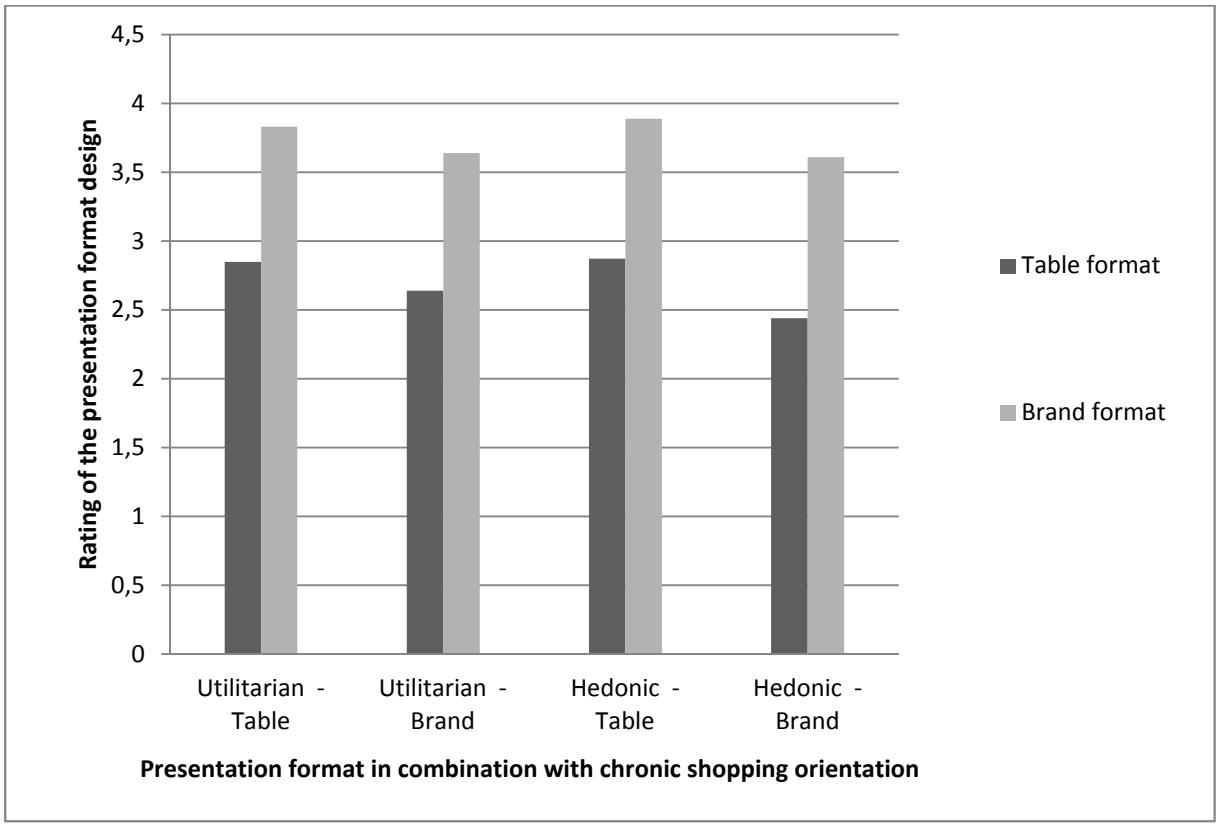

Figure 4. Rating of the Presentation Format Design. Rating of the presentation format design (table vs. brand format) by consumers with chronic utilitarian versus hedonic shopping orientation.

To test the second hypothesis, that table format (attribute-based processing) would lead to greater outcome satisfaction and higher outcome valuation under chronic utilitarian shopping orientation whereas brand format (alternative-based processing) would result in greater outcome satisfaction and higher outcome valuation under chronic hedonic shopping orientation, ANOVA's with the chronic shopping orientations (utilitarian vs. hedonic) and the condition (table vs. brand) as independent variables and the satisfaction with the format, and in a further step the price consumers are willing to pay for the product, as dependent variables. By means of a factor

analysis one factor which describes the overall satisfaction with the questionnaire was found. This factor combines six items from the questionnaire concerning the satisfaction with consumers' product choice, the design of the format and the availability of information. The factor (criterion: eigenvalue > 1) explained 52.4 % of the variance (see table 3).

The ANOVA showed no significant main effect between the chronic shopping orientation and the overall satisfaction with the format (CSO F (1, 174) = .016, p = .900). Furthermore, no significant main effect between the condition and the overall satisfaction with the format (Format F (1, 174) = .218, p = .641) were found. The interaction effect between chronic shopping orientation and condition, with the overall satisfaction with the format was also not significant (Format x CSO F (1, 174) = .071, p = .790). These findings do not support the first part of the second hypothesis which claims that the chronic shopping orientation should lead to a greater outcome satisfaction, in case that participants with a chronic utilitarian shopping orientation worked with the table format and participants with a utilitarian shopping orientation worked with the brand format. In both conditions participants were satisfied with their choice of products, in the attribute-based condition participants with a utilitarian chronic shopping orientation were satisfied with their choices (M = 4.15, SD = 0.86) and participants with a chronic hedonic shopping orientation were also satisfied (M = 3.98, SD = 0.83). In the alternative-based condition participants with a chronic utilitarian shopping orientation (M = 4.06, SD = 0.67) and participants with a hedonic shopping orientation (M = 4.22, SD = 0.78) were satisfied with their choices. The overall satisfaction with the format was also high. Under the attribute-based condition, both participants with a chronic utilitarian shopping orientation (M = 3.74, SD = 0.83) and participants with a chronic hedonic shopping orientation (M = 3.70, SD = 0.75) rated the overall satisfaction with the format high. The ratings under the alternative-based condition were also high, participants with a chronic utilitarian shopping orientation (M = 3.65, SD = 0.78) rated the overall satisfaction with the format very similar to consumers with a chronic hedonic shopping orientation (M = 3.67, SD = 0.76).

To test whether, the chronic shopping orientation or the condition are having influence on the participants willingness to pay for a product ANOVAs were conducted, with the chronic shopping orientation (utilitarian vs. hedonic) and the

condition (table vs. brand) as independent variables and the willingness to pay for every product as depend variables.

Table 3

Factor Analysis of Items for Overall Satisfaction with the Format

	Factor 1
Overall satisfaction with the format	
Wie zufrieden sind Sie mit Ihrer getroffenen Wahl der Produkte?	.632
Wie zufrieden waren Sie mit der Präsentation der Produkte?	.852
Wie einfach war es die für Sie wichtigen Informationen herauszufiltern?	.770
Wie übersichtich fanden Sie die Darstellung der Produktinformation?	.731
Wie ansprechend fanden Sie die Darstellung der Produktinformation?	.673
Waren die gegebenen Produktinformationen für Sie ausreichend um eine Entscheidung treffen zu können?	.661

There were no significant main or interaction effects between the chronic shopping orientation, the condition and the willingness to pay for hiking boots (CSO F (1, 174) = 1.028, p = .312; Format F (1, 174) = 0.231, p = .631; Format x CSO F (1, 174) = 0.000, p = .992). The chronic shopping orientation and format showed no main or interaction effects with the willingness to pay for cleaning supplies (CSO F (1, 174) = 0.084, p = .773; Format F (1, 174) = .440 , p = .508; Format x CSO F (1, 174) = .689, p = .408). The results in connection with the willingness to pay for a videogame and the chronic shopping orientation have shown also no main or interaction effects (CSO F (1, 174) = 0.755, p = .386; Format F (1, 174) = 0.103, p = .748; Format x CSO F (1, 174) = 1.049, p = .307). There were no significant main or interaction effects of the chronic shopping orientation, the condition with the willingness to pay for chocolate (CSO F (1, 174) = 0.098, p = .754; Format F (1, 174) = 0.035, p = .853; Format x CSO F (1, 174) = 0.130, p = .719). These findings (see Table 4) do not support the second hypothesis which claims that the chronic shopping orientation should lead to a

greater outcome satisfaction and a willingness to pay more for a product when consumers with a chronic utilitarian shopping orientation work with a table format and consumers with a hedonic shopping orientation work with a brand format. The results show however, that there is coherence between the control variables, shopping enjoyment and assessment, with the willingness to pay for products.

Table 4

ANOVA Table for Willingness to Pay

	CSO		Format		Format x CSO	
	F (1, 174)	p	F (1, 174)	p	F (1, 174)	p
Hiking boots	1.028	.312	0.231	.631	0.000	.992
Cleaning Supplies	0.084	.773	0.440	.508	0.689	.408
Video game	0.755	.386	0.103	.748	1.049	.307
Chocolate	0.098	.754	0.035	.853	0.130	.719

Note: *p < .05

Participants were willing to pay in all conditions, and no matter which chronic shopping orientation they had, about the same price for the products, for hiking boots around 105 €, for cleaning supplies around 5 €, for video games 25 € and for chocolate 2,90 € (see table 5).

Table 5

Means and Standard Deviation for Willingness to Pay

	Utilitarian/ Table		Utilitarian/ Brand		Hedonic / Table		Hedonic/ Brand	
	M	SD	M	SD	M	SD	M	SD
Hiking boots	113.88	59.83	110.18	51.93	106.17	43.62	102.62	39.58
Cleaning supplies	5.84	4.45	4.81	4.08	5.47	4.37	5.58	5.55
Video games	27.98	4.45	24.83	14.90	23.54	12.23	25.19	14.22
Chocolate	2.93	2.00	3.71	2.59	2.94	1.31	2.89	1.88

Note: Prices in Euro.

Participants, in both conditions, found that cleaning supplies was the easiest product choice they had to make (attribute-based format 35.1 %; alternative-based format 39.2 %). 39.2 % of participants working with the attribute-based format named chocolate as the most difficult product they had to choose. For participants working with the alternative-based format were hiking boots the product they had the most difficulties to choose (36.7 %).

Discussion

The present paper discusses how a processing strategy may influence the product choice and the value of the chosen product and if there is a preference for one or another presentation format. More specifically, the author tried to show that consumers with chronic utilitarian shopping orientation prefer to work with an attribute-based format and consumers with chronic hedonic shopping conditions prefer an alternative-based format. Working with the format which suits the chronic shopping orientation best should lead to more satisfaction with the outcome and the outcome valuation should therefore be higher.

The data of the questionnaire did not support the predictions that consumers with a chronic utilitarian shopping orientation prefer an attribute-based format and consumers with a chronic hedonic shopping orientation would prefer an alternative-based format. Both, consumers with a chronic utilitarian shopping orientation and consumers with a chronic hedonic shopping orientation preferred the alternative-based format and rated its design higher. It is interesting that in both conditions, participants were satisfied with design of the presentation format they were working with, and not as it would be expected, that participants working with attribute-based format would not be satisfied with the format they were working with, as they chosen another format to work with the next time. It seems like the alternative-based format was stronger and more attractive to the participants. These findings suggest that the design of the experiment had an influence on the outcome. Participants working with the attribute-based format got the information spilt up on four pages and participants working with the alternative-based format got their information on two pages. This is different from what Mourali and Pons (2009) did in their studies, as they allowed their participants in the table format the comparison across all attributes. The brand format was the same in both studies, as it described one product per page. One reason why the alternative-based format was more popular could therefore be that participants thought they could

save time by working with the alternative-based format, as there were two pages less per product. Another difference to the studies from Mourali and Pons (2009) was that in their studies the product options were so designed that there was always one clear better product which should have been chosen from all participants, whereas in the present experiment both products were very similar as not the choice for one product was important but the processing strategy. Even though the choice task was difficult participants were satisfied with their choices. Another reason for the preference of the alternative-based format could be that participants are used to get product information presented in an alternative-based way in advertisements and online product descriptions. The results of the present experiment are consistent with the findings of the earlier studies of processing strategies. Montgomery and Svenson (1976), as well as Van Raaij (1976), found a tendency toward more processing by alternative.

The present experiment could not find the suggested fit between chronic shopping orientation and presentation format and that this fit would lead to greater outcome satisfaction and higher outcome valuation. No matter with which format participants worked with and which chronic shopping orientation they had, no main or interactions were found. This is not surprising as the first hypothesis, which was the foundation for the second hypothesis, could not be supported (see above). The experiment has shown that participants in both conditions were satisfied with their choices and were willing to pay about the same amount of money for the presented products. At this point all results indicate that there is no connection between the chronic shopping orientation and the presentation format.

One of the main limitations of the present experiment is the sample, as the gender distribution as well as the age distribution were unfavourable, it mainly represented young till middle-aged women. The methodology used in the present experiment was an online survey and as such naturally limited to recording consumer behaviour. For future research the possibility of conducting a laboratory experiment should be considered.

Further research should focus more on online shopping and create an online shopping situation using the most favorable online products like books, travels and sport utilities (Rohma & Swaminathan, 2004; Statistik Austria, 2011b), Another option could be to let participants choose the products they would consider to buy so that they are for sure interested in the products and engage more in the experiment.

The design of the experiment leaves room for improvement, so should for example both presentation formats be designed more interactive and with the same user surface in both conditions, like in the study from Fellows (2006) where participants could see the product names and the and the attribute for which information was available, the information itself was masked and could be seen by clicking on the masked field. It also might be fruitful to take time factor into the survey because it is proposed that people with different shopping orientations solve tasks differently. Another expedient extension for further research should be the question why they chosen the format and what they liked and did not like about the presentation format.

Based on the results from the previous experiment, product information should be presented in an alternative-based format, as consumers in every condition (working with attribute-based format or working with the alternative-based format) and no matter which chronic shopping orientation they have, preferred the alternative-based format, and responded better to its design than to the attribute-based format. This way of presentation could help to fulfill the consumers' needs and make them more satisfied with their shopping experience.

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Lists of Tables

Lists of figures

Appendix A

Pretest

Geschlecht

- weiblich
- männlich

Wie alt sind Sie?

- bis 20 Jahre
- 21 bis 30 Jahre
- 31 bis 40 Jahre
- 41 bis 50 Jahre
- 51 bis 60 Jahre
- älter als 60 Jahre

Ein Fön ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Ein Videospiel ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Wanderschuhe sind

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Eine Küche ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Urlaub ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Ein MP3-Player ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Eine Mikrowelle ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Eine Blume ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Ein Sportwagen ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Reinigungsmittel sind

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Designerkleidung ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

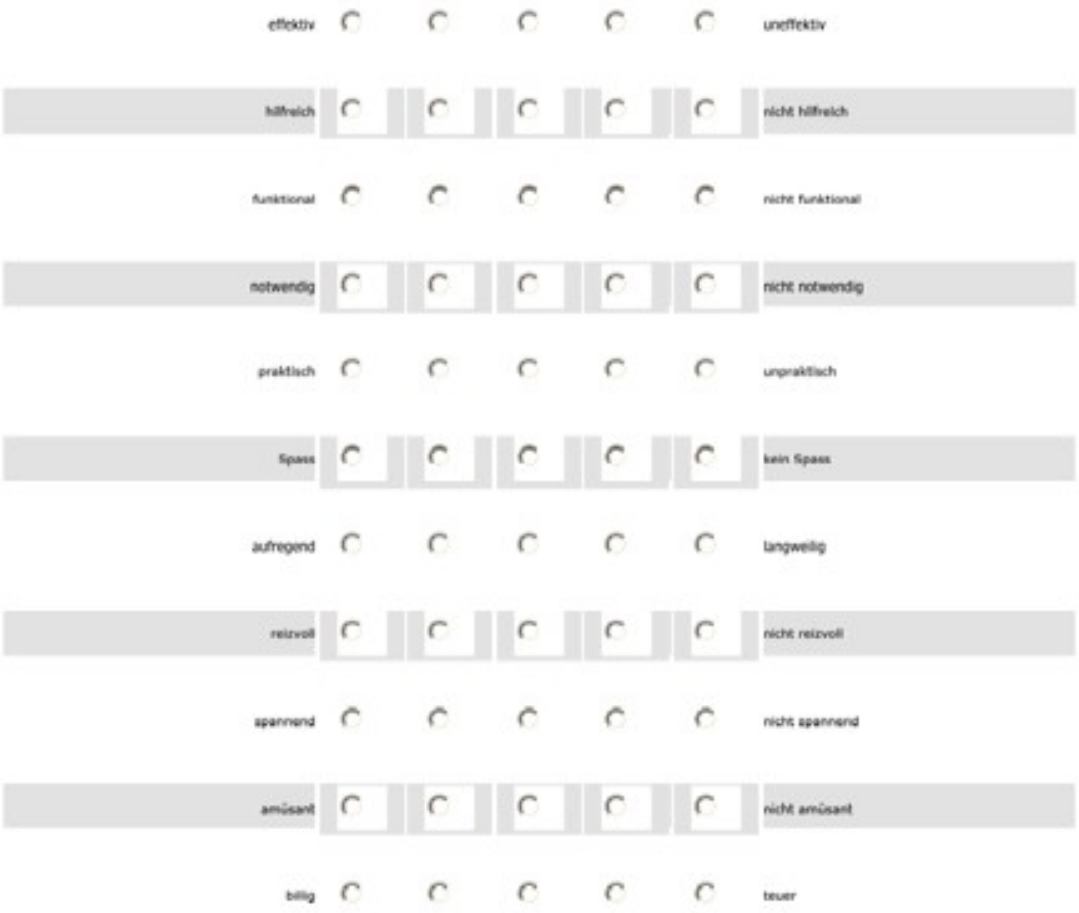
Weiter

Schokolade ist

effektiv	○	○	○	○	○	uneffektiv
hilfreich	○	○	○	○	○	nicht hilfreich
funktional	○	○	○	○	○	nicht funktional
notwendig	○	○	○	○	○	nicht notwendig
praktisch	○	○	○	○	○	unpraktisch
Spass	○	○	○	○	○	kein Spass
aufregend	○	○	○	○	○	langweilig
reizvoll	○	○	○	○	○	nicht reizvoll
spannend	○	○	○	○	○	nicht spannend
amüsant	○	○	○	○	○	nicht amüsant
billig	○	○	○	○	○	teuer

Weiter

Eine Alarmanlage ist

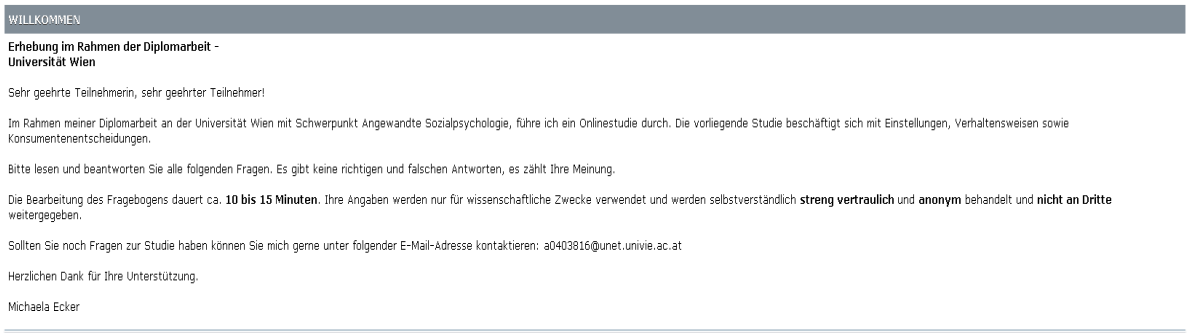


Weiter

Vielen Dank für Ihre Teilnahme!

Appendix B

Main Experiment



WILLKOMMEN

Erhebung im Rahmen der Diplomarbeit -
Universität Wien

Sehr geehrte Teilnehmerin, sehr geehrter Teilnehmer!

Im Rahmen meiner Diplomarbeit an der Universität Wien mit Schwerpunkt Angewandte Sozialpsychologie, führe ich ein Onlinestudie durch. Die vorliegende Studie beschäftigt sich mit Einstellungen, Verhaltensweisen sowie Konsumentenentscheidungen.

Bitte lesen und beantworten Sie alle folgenden Fragen. Es gibt keine richtigen und falschen Antworten, es zählt Ihre Meinung.

Die Bearbeitung des Fragebogens dauert ca. **10 bis 15 Minuten**. Ihre Angaben werden nur für wissenschaftliche Zwecke verwendet und werden selbstverständlich **streng vertraulich** und **anonym** behandelt und **nicht an Dritte** weitergegeben.

Sollten Sie noch Fragen zur Studie haben können Sie mich gerne unter folgender E-Mail-Adresse kontaktieren: a0403816@unet.univie.ac.at

Herzlichen Dank für Ihre Unterstützung.

Michaela Ecker

Bitte lesen Sie jede der folgenden Aussagen durch und geben Sie an, inwiefern Sie den einzelnen Aussagen zustimmen.

	ich lehne stark ab = 1	**2**	**3**	**4**	**5**	**ich stimme stark zu = 6**
Es macht mir mehr Spaß, aktiv zu handeln als nur zuzuschauen und zu beobachten.	○	○	○	○	○	○
Ich bin ein "Workaholic".	○	○	○	○	○	○
Es macht mir Spaß, die Pläne anderer Leute zu beurteilen.	○	○	○	○	○	○
Ich vergleiche mich oft mit anderen.	○	○	○	○	○	○
Ich setze mich gern für etwas ein, selbst wenn das zusätzliche Mühe mit sich bringt.	○	○	○	○	○	○
Wenn ich ein Ziel fast erreicht habe, versetzt mich das in Erregung.	○	○	○	○	○	○
Wenn ich eine Angelegenheit beendet habe, warte ich oft ein bisschen, bevor ich mit der nächsten anfange.	○	○	○	○	○	○
Ich kritisiere oft meine eigenen Arbeit wie auch die anderer.	○	○	○	○	○	○
Ich verbringe viel Zeit mit der "Bestandsaufnahme" meiner positiven und negativen Merkmale.	○	○	○	○	○	○
Ich bin ein Tatmensch.	○	○	○	○	○	○
Ich habe oft das Gefühl, von anderen taxiert zu werden.	○	○	○	○	○	○

Bitte lesen Sie jede der folgenden Aussagen durch und geben Sie an, inwiefern Sie den einzelnen Aussagen zustimmen.

	ich lehne stark ab = 1	**2**	**3**	**4**	**5**	**ich stimme stark zu = 6**
Ich denke mir oft, dass die Entscheidungen anderer Leute falsch sind.	○	○	○	○	○	○
Ich bin ein Draufgänger.	○	○	○	○	○	○
Wenn ich jemanden kennen lerne, schätze ich gewöhnlich ab, wie er/sie in verschiedener Hinsicht einzustufen ist (Aussehen, Leistung, gesellschaftliche Stellung, Kleidung).	○	○	○	○	○	○
Meine Gedanken sind meistens auf die Aufgabe gerichtet, die ich gerade erledigen will.	○	○	○	○	○	○
Selten denke ich im Nachhinein über Gespräche mit anderen nach.	○	○	○	○	○	○
Wenn ich beschlossen habe, etwas zu tun, kann ich kaum erwarten, damit anzufangen.	○	○	○	○	○	○
Wenn ich eine Sache anfange, halte ich gewöhnlich durch.	○	○	○	○	○	○
Sobald ich eine Aufgabe erledigt habe, ist mir schon die nächste im Sinn.	○	○	○	○	○	○
Ich bin selbstkritisch und befangen in Bezug auf das, was ich sage.	○	○	○	○	○	○
Ich bin oft energielos.	○	○	○	○	○	○
Ich bin ein kritischer Mensch.	○	○	○	○	○	○

Auf dieser Seite finden Sie Aussagen zum Einkaufsverhalten und -erleben. Bitte geben Sie für jede Aussage an, inwieweit diese auf Sie persönlich *im Allgemeinen* zutrifft.

	trifft überhaupt nicht zu = 1	**2**	**3**	**4**	**5**	**6**	**trifft völlig zu = 7**
Einkaufen ist für mich nicht unterhaltsam.	○	○	○	○	○	○	○
Wenn ich einkaufen gehe, versuche ich, es schnell hinter mich zu bringen.	○	○	○	○	○	○	○
Beim Einkaufen gehe ich möglichst überlegt und zielgerichtet vor.	○	○	○	○	○	○	○
Ich liebe es einkaufen zu gehen, wenn ich Zeit dazu habe.	○	○	○	○	○	○	○
Beim Einkaufen habe ich oft Spaß.	○	○	○	○	○	○	○
Einkaufen zu gehen ist eine Zeitverschwendung.	○	○	○	○	○	○	○
Ich verbringe meine Freizeit nicht gerne mit Einkaufen.	○	○	○	○	○	○	○
Beim Einkaufen kann ich mich gut entspannen.	○	○	○	○	○	○	○
Beim Einkaufen erledige ich hauptsächlich das, was ich mir vorgenommen habe.	○	○	○	○	○	○	○
Mir macht Einkaufen mehr Spaß als den meisten anderen Menschen.	○	○	○	○	○	○	○
Beim Einkaufen sehe ich mich gerne etwas um.	○	○	○	○	○	○	○
Ich vertreibe mir gerne die Zeit mit Einkaufen.	○	○	○	○	○	○	○
Beim Einkaufen bin ich normalerweise auf der Suche nach Unterhaltung.	○	○	○	○	○	○	○
An einem tristen Tag hebt Einkaufen meine Stimmung.	○	○	○	○	○	○	○
Einkaufen gehört nicht gerade zu meinen bevorzugten Freizeitaktivitäten.	○	○	○	○	○	○	○

Einkaufsszenario

Versetzen Sie sich bitte in folgende Situation:
Es ist Freitagnachmittag und Sie sind zum Einkaufen in der Fußgängerzone unterwegs. Beschreiben Sie bitte in 7-8 Sätzen, wie dieser Einkauf aussehen würde. Beschreiben Sie, was Sie tun würden und was Ihnen dabei durch den Kopf gehen würde.

Während ihres Einkaufsbummels fällt Ihnen ein, dass Sie noch einige Dinge für das kommende Wochenende benötigen:

Allzweckreiniger um Ihre Wohnung/Haus wieder in Schuss zu bringen;
Wanderschuhe für die bevorstehende Wanderung am Sonntag;
ein **Videospiel** sollte es regnen und eine Wanderung nicht möglich sein
sowie **Schokolade** zur Stärkung.

Attribute-based Condition

Auf den nächsten Seiten werden Ihnen jeweils **2 Alternativen einer Produktgruppe** präsentiert. Um Informationen über diese Alternativen zu erhalten klicken Sie bitte mit der linken Maustaste auf den „Weiter"-Button, Sie können **pro Seite je eine Produktinformation** zu beiden Alternativen sehen.

Pro Alternative stehen Ihnen jeweils **vier verschiedene Informationen** zur Verfügung. Mit den „Zurück"- und „Weiter"-Buttons können Sie sich jede Seite so oft ansehen wie Sie es für nötig halten um später eine Entscheidung für eine Alternative treffen zu können. Haben Sie genügend Informationen für eine Entscheidung gesammelt, geben Sie ihre **Bewertung** auf der vorgesehenen Seite ab. Es folgen die nächsten zwei Produkte.

Es folgt das erste Produkt:

Wanderschuh

	Wanderschuh A	Wanderschuh B
Farbe:	Blau/Schwarz	Braun

	Wanderschuh A	Wanderschuh B
Gewicht:	940 g	980 g

	Wanderschuh A	Wanderschuh B
Typ:	Alpinstiefel	Trekkingschuh

	Wanderschuh A	Wanderschuh B
Eigenschaften:	wasserabweisend, atmungsaktiv	wasserdicht, atmungsaktiv

Welches Produkt würden Sie wählen?

- ○ Wanderschuh A
- ○ Wanderschuh B

Wie viel wären Sie bereit für das gewählte Produkt zu bezahlen?

(Preis in Euro)

Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?

sehr leicht ○ ○ ○ ○ ○ sehr schwer

Es folgt das nächste Produkt:

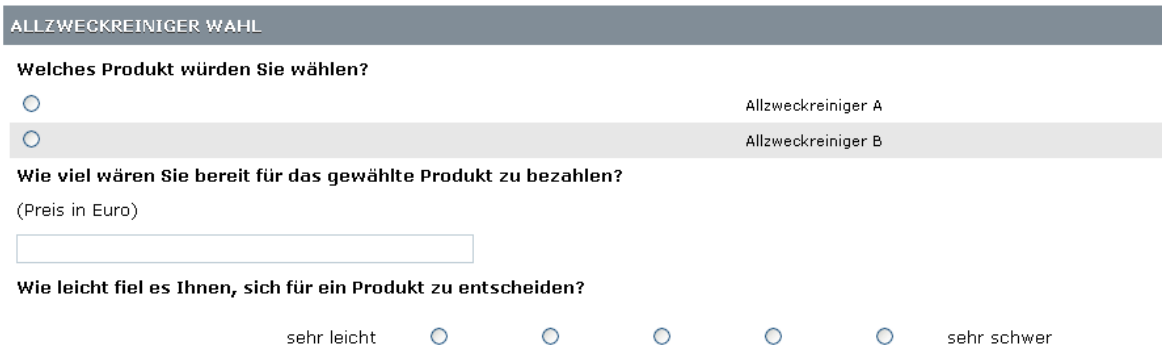
Allzweckreiniger

	Allzweckreiniger A	Allzweckreiniger B
Geeignet für:	alle Oberflächen (ausgenommen Marmor)	alle Oberflächen

	Allzweckreiniger A	Allzweckreiniger B
Duft:	Lavendel	Zitrone

	Allzweckreiniger A	Allzweckreiniger B
Dosierbarkeit:	★★★★	★★★★★

	Allzweckreiniger A	Allzweckreiniger B
Biologisch abbaubar:	Ja	Ja


ALLZWECKREINIGER WAHL
Welches Produkt würden Sie wählen?
Allzweckreiniger A
Allzweckreiniger B
Wie viel wären Sie bereit für das gewählte Produkt zu bezahlen?
(Preis in Euro)
Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?
sehr leicht
sehr schwer

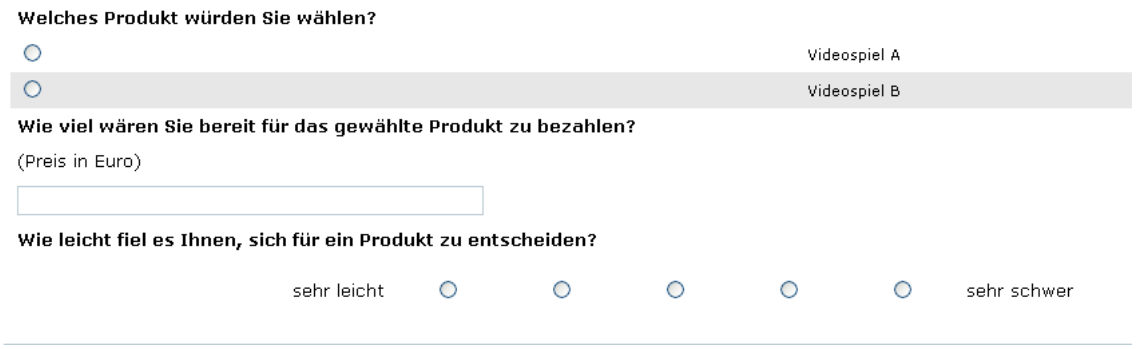

Es folgt das nächste Produkt:
Videospiel

	Videospiel A	Videospiel B
Genre:	Racing	Rollenspiel

	Videospiel A	Videospiel B
Alter:	ab 12	ab 16

	Videospiel A	Videospiel B
Grafik:	ausgezeichnet	sehr gut

	Videospiel A	Videospiel B
Spiele-Spaß:	★★★★★	★★★★



Es folgt das letzte Produkt:

Schokolade

	Schokolade A	Schokolade B
Sorte:	Halbbitter	Bitter

	Schokolade A	Schokolade B
Kakaogehalt:	48 %	72 %

	Schokolade A	Schokolade B
Füllung:	Ingwer-Zitrone	Chili

	Schokolade A	Schokolade B
Fair Trade:	Nein	Ja

Welches Produkt würden Sie wählen?

○	Schokolade A
○	Schokolade B

Wie viel wären Sie bereit für das gewählte Produkt (150 g) zu bezahlen?

(Preis in Euro)

Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?

sehr leicht	○	○	○	○	○	sehr schwer

Alternative-based condition

Auf den nächsten Seiten werden Ihnen jeweils **2 Alternativen einer Produktgruppe** präsentiert. Pro Seite sehen Sie jeweils **eine Alternative samt Produktinformation**. Um die **zweite zu Wahl stehende Alternative** zu sehen klicken Sie bitte auf den „Weiter"-Button.

Mit den „Zurück"- und „Weiter"-Buttons können Sie sich jede Seite so oft ansehen wie Sie es für nötig halten um später eine Entscheidung für eine Alternative treffen zu können. Haben Sie genügend Informationen für eine Entscheidung gesammelt, geben Sie ihre **Bewertung** auf der vorgesehenen Seite ab. Es folgen die nächsten Produkte.

Es folgt das erste Produkt:

Wanderschuh

	Wanderschuh A
Farbe:	Blau/Schwarz
Gewicht:	940 g
Typ:	Alpinstiefel
Eigenschaften:	wasserabweisend, atmungsaktiv

	Wanderschuh B
Farbe:	Braun
Gewicht:	980 g
Typ:	Trekkingschuh
Eigenschaften:	wasserdicht, atmungsaktiv

Welches Produkt würden Sie wählen?

- Wanderschuh A
- Wanderschuh B

Wie viel wären Sie bereit für das gewählte Produkt zu bezahlen?

(Preis in Euro)

Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?

sehr leicht ○ ○ ○ ○ ○ sehr schwer

Es folgt das nächste Produkt:

Allzweckreiniger

	Allzweckreiniger A
Geeignet für:	alle Oberflächen (außer Marmor)
Duft:	Lavendel
Dosierbarkeit:	☆☆☆☆
Biologisch abbaubar:	Ja

	Allzweckreiniger B
Geeignet für:	alle Oberflächen
Duft:	Zitrone
Dosierbarkeit:	☆☆☆☆☆
Biologisch abbaubar:	Ja

Welches Produkt würden Sie wählen?

○	Reinigungsmittel A
○	Reinigungsmittel B

Wie viel wären Sie bereit für das gewählte Produkt zu bezahlen?

(Preis in Euro)

Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?

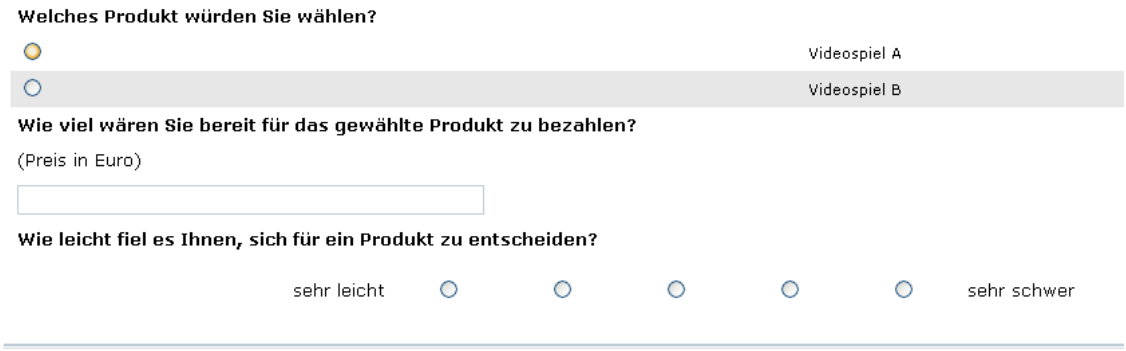
sehr leicht ○ ○ ○ ○ ○ sehr schwer

Es folgt das nächste Produkt:

Videospiel

	Videospiel A
Genre:	Racing
Alter:	ab 12 Jahren
Grafik:	ausgezeichnet
Spiele-Spaß:	☆ ☆ ☆ ☆ ☆

	Videospiel B
Genre:	Rollenspiel
Alter:	ab 16 Jahren
Grafik:	sehr gut
Spiele-Spaß:	☆ ☆ ☆ ☆



Es folgt das letzte Produkt:

Schokolade

	Schokolade A
Sorte:	halbbitter
Kakaogehalt:	48 %
Füllung:	Ingwer-Zitrone
Fair-Trade:	Nein

	Schokolade B
Sorte:	bitter
Kakaogehalt:	72 %
Füllung:	Chili
Fair-Trade:	Ja

Welches Produkt würden Sie wählen?

○	Schokolade A
○	Schokolade B

Wie viel wären Sie bereit für das gewählte Produkt (150 g) zu bezahlen?

(Preis in Euro)

Wie leicht fiel es Ihnen, sich für ein Produkt zu entscheiden?

sehr leicht	○	○	○	○	○	sehr schwer

Bitte denken Sie bei den folgenden Fragen an den Entscheidungs- und Bewertungsprozess von allen **vier dargebotenen Produkten**.

Wie zufrieden sind Sie mit Ihrer getroffenen Wahl der Produkte?

sehr zufrieden	○	○	○	○	○	sehr unzufrieden

Wie zufrieden waren Sie mit der Präsentation der Produktinformationen?

sehr zufrieden	○	○	○	○	○	sehr unzufrieden

Wie einfach war es die für Sie wichtigen Informationen herauszufiltern?

sehr einfach	○	○	○	○	○	sehr schwer

Wie übersichtlich fanden Sie die Darstellung der Produktinformationen?

sehr übersichtlich	○	○	○	○	○	überhaupt nicht übersichtlich

Wie ansprechend fanden Sie die Darstellung der Produktinformationen?

sehr ansprechend	○	○	○	○	○	überhaupt nicht ansprechend

Waren die gegebenen Produktinformationen für Sie ausreichend um eine Entscheidung treffen zu können?

ausreichende Informationen	○	○	○	○	○	zu wenig Informationen

Hätten Sie sich mehr Produkte zur Auswahl gewünscht?

- ○ Ja
- ○ Nein

In welcher Produktgruppe fiel Ihnen ihre Entscheidung am leichtesten?

- ○ Wanderschuhe
- ○ Allzweckreiniger
- ○ Videospiel
- ○ Schokolade

In welcher Produktgruppe fiel Ihnen ihre Entscheidung am schwersten?

- ○ Wanderschuhe
- ○ Allzweckreiniger
- ○ Videospiel
- ○ Schokolade

Es gibt **verschiedene Möglichkeiten** Produkte zu präsentieren. Eine Möglichkeit haben Sie bereits durch das Ausfüllen dieses Fragebogens kennen gelernt. Auf der nächsten Seite finden Sie die Ihnen **bereits bekannte Möglichkeit** und eine **neue weitere Möglichkeit** Produkte darzustellen.

Stellen Sie sich vor Sie müssten die Aufgabe nochmals durchführen, welche Präsentationsmöglichkeit würden Sie bevorzugen?

Möglichkeit A – Ein Produkt und alle Produktinformationen je Seite

Seite 1

	Allzweckreiniger A
Geeignet für:	alle Oberflächen (außer Marmor)
Duft:	Lavendel
Dosierbarkeit:	☆☆☆☆
Biologisch abbaubar:	Ja

Seite 2

	Allzweckreiniger B
Geeignet für:	alle Oberflächen
Duft:	Zitrone
Dosierbarkeit:	☆☆☆☆☆
Biologisch abbaubar:	Ja

Möglichkeit B – Eine Produkteigenschaft für beide Produkte je Seite

Seite 1

	Allzweckreiniger A	Allzweckreiniger B
Geeignet für:	alle Oberflächen (ausgenommen Marmor)	alle Oberflächen

Seite 2

	Allzweckreiniger A	Allzweckreiniger B
Duft:	Lavendel	Zitrone

Seite 3

	Allzweckreiniger A	Allzweckreiniger B
Dosierbarkeit:	☆☆☆☆	☆☆☆☆☆

Seite 4

	Allzweckreiniger A	Allzweckreiniger B
Biologisch abbaubar:	Ja	Ja

Welches Präsentationsformat würden Sie wählen wenn Sie die Aufgabe nochmals durchführen müssten?

- ○ Möglichkeit A
- ○ Möglichkeit B

Wie gefällt Ihnen die Darstellung der Möglichkeit A?

ausgezeichnet	○	○	○	○	○	überhaupt nicht

Wie gefällt Ihnen die Darstellung der Möglichkeit B?

ausgezeichnet	○	○	○	○	○	überhaupt nicht

Geschlecht

- ○ männlich
- ○ weiblich

Wie alt sind Sie?

Wie lautet Ihr momentaner beruflicher Status?

- ○ SchülerIn/StudentIn
- ○ Auszubildende(r)
- ○ Angestellte(r)/Arbeite(r)
- ○ Selbstständig
- ○ Freelancer
- ○ Karenz
- ○ im Haushalt tätig
- ○ Arbeitssuchend
- ○ Sonstiges

Wie hoch ist ihr geschätztes Haushaltsnettoeinkommen im Jahr?

(freiwillige Angabe)

Vielen Dank für Ihre Teilnahme!

Fenster schließen

CURRICULUM VITAE

Michaela Ecker

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Personal Information

Date of Birth: 19.05.1984
Place of Birth: Oberpullendorf, Austria
Citizenship: Austria

Work Experience

Sept 2010 – Jun 2011 **Mag. Dr. Astrid Görtz**
Assistance of Mag. Dr. Astrid Görtz for two terms in the course "Diagnostics in Human Resources (Public Service)" as role-player in a simulated assessment center.

Mar 2010 – Jun 2011 **Publishing Group "Verlagsgruppe News", Vienna**
Student trainee in the marketing and event department. Preparation and execution of events.

Jan 2010 – Jun 2011 **Nanny Service, Vienna**
Child Care. Taking care of a six year old girl.

Mar 2008 - Jun 2008 **Department of Child and Adolescent Psychiatry, Vienna**
Psychology Internship. Implementation of clinical-psychological examinations under supervision.

Feb 2007 – Jan 2009 **C-Quadrat Investment AG, Vienna**
Receptionist. Responsible for hospitality of guests, preparation of meetings, taking phone calls, execution of the incoming and outgoing mail, updating data base and run the cash book.

Jul 2006 – Aug 2006 **Compagnie des Wagons Lits, Europa**
Train guard. Preparation of the sleeping car, hospitality of passengers and checking tickets.

Feb 2006 **Minopolis – The city of children, Vienna**
Child care. Hosting different "work-stations"

May 2005 – Jun 2005 **Jobs Personalberatung, Vienna**
Office Assistant. Coordination of job candidate's schedule, hospitality of guests, taking phone calls and execution of the incoming and outgoing mail.

Summer 2004/2003/2002	**Print Point, Raiding/Austria** Internship. Preparation of print requirements, taking phone calls and execution of the incoming and outgoing mail.
Jun 2001 – Aug 2001	**Pension – Café Schuberthof, Krumpendorf/Austria** Internship. Working in areas: Reception and Service.

International Experience

Jan 2009 – Jun 2009	**Norwegian University of Science and Technology, Trondheim/Norway** Exchange Student
Oct 2003 – Jun 2004	**Family Cass, Bournemouth/Great Britain** Au-Pair. Childcare and house holding.

Education

Since 2004	**University of Vienna** Diploma of Psychology; Specialization in economics and social psychology
1998 – 2003	**Higher Educational Institution for Economics, Eisenstadt/Austria**

Skills

Language	German (native), English (fluent), Norwegian (fluent), French (intermediate)
Computer	Microsoft Office, SPSS
Certificates	Drivers license, Babysitter-Certificate, Au-Pair Certificate, First-Aid Certificate